

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Pfleger et al. Art Unit: 2165
Serial No.: 10/802,958 Examiner: Christyann R. Pulliam
Filed: March 17, 2004 Conf. No.: 4198
Title: METHODS AND SYSTEMS FOR IMPROVING A SEARCH RANKING USING
POPULATION INFORMATION

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Commissioner for Patents
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REPLY TO ACTION OF JULY 3, 2007

Please reconsider this application in light of the following:

Amendments to the claims set forth in the **Listing of Claims** beginning on page 2; and
Remarks beginning on page 7.